

Advertising Talks

To The Readers Of The Republican

By JOHN IRVING ROMER, Editor of "Printers' Ink."

Wonderful has been the development of advertising during the past decade or two. How many people realize what a WIDE FIELD OF USEFULNESS is now covered by advertising.

From its humble origin as the homely announcement of the local retail merchant listing his wares, it has grown to be a useful instrument of big manufacturers, corporations, cities, states and the government itself.

THE UNITED STATES GOVERNMENT has found advertising a successful means of securing soldiers for the army and sailors for the navy.

MANY CITIES have employed advertising successfully to attract trade and citizens, and to call the nation's attention to their resources and manufactures. Memphis, Rochester, Jacksonville, Houston, St. Paul, Kansas City and Des Moines are only a few of those that have conducted, or are conducting, successful publicity campaigns.

THE RICHEST CORPORATIONS have found it advisable to break the silence they have hitherto maintained, and TO TALK TO THE PEOPLE THROUGH ADVERTISING. They have discovered that the people take a deep interest in the affairs of the biggest corporations and want to know all about them.

They have learned that by taking the public into their confidence through educational advertising campaigns, THEIR EFFORTS TO SERVE THE PUBLIC ARE BETTER APPRECIATED.

When the people understand the aims of the big corporations, the policies that guide them, the

conditions they have to meet, the obstacles they have to surmount, the old indifference and distrust are replaced by PUBLIC SYMPATHY AND CONFIDENCE.

It is not that these corporations formerly refused to take the people into their confidence. They didn't believe the people were in the least interested in their trials and endeavors. But advertising has shown them their mistake, and is bringing the corporation and the people in close touch with one another, TO THEIR MUTUAL ADVANTAGE.

ADVERTISING WILL BRING EVERY BUSINESS, EVERY MERCHANT, EVERY ENTERPRISE INTO CLOSE TOUCH WITH THE PEOPLE. It is bound to help any business or merchandise that deserves success.

The local merchant, who used advertising in the beginning, still uses it, but far more INTELLIGENTLY, SCIENTIFICALLY AND PROFITABLY. It is no longer a mere list of his wares. It is the medium through which HE TALKS TO HIS CUSTOMERS, tells them all about his business, and shows them why he believes he should receive their patronage.

ONE TOUCH OF ADVERTISING MAKES THE WHOLE BUSINESS WORLD KIN. It builds up a bond of intelligent co-operation between those who buy and those who sell. It shows them that the best interests of BOTH depend upon the general welfare of the community, and that it requires fair dealing on the part of each to preserve that welfare.

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AN UNKNOWN MEXICAN FOUND DEAD IN A DITCH

Drowned in Three and a Half Inches of Water.

An unknown Mexican was found yesterday morning drowned in three and a half inches of water in a ditch south of the railroad tracks not far from the old Arctic ice plant. The ditch is not more than eighteen inches wide at the top and hardly a foot in width at the bottom. The discovery of the body was made by a woman and a little girl who came to that part of the ditch to cross. The body lay face downward.

Coroner Johnstone was summoned and by the time of his arrival with a jury a crowd of 200 had gathered at the place. When the body was taken from the ditch the face was black with oil which had been discharged from the roundhouse upon the water in the ditch.

When the oil was removed it was seen that the man was a Mexican, about 55 years of age, with a full, stubby beard and mustache. Of the 150 or more Mexicans who had gathered about there was none who could identify the dead man.

One man said he had seen the man the afternoon before in an alley in the rear of the Club stables. He had a bottle of wine and was already in an advanced state of intoxication.

The man had evidently been in the water all night. It is supposed that he sat down on the edge of the bank and overcame by alcohol, rolled into the ditch upon his face.

One man who saw the body later said he thought it was that of Juan Melendrez, who had at one time been employed in the bakery of Victor Sanchez, but he was not sure of it.

FOLEY KIDNEY PILLS

Are tonic in action, quick in results. A special medicine for all kidney and bladder disorders. Mary C. Abbott, Wolfeboro, N. H., says: "I was afflicted with a bad case of rheumatism, due to uric acid that my kidneys failed to clear out of my blood. I was so lame in my feet, joints and back that it was agony for me to step. I used Foley's Kidney Pills for three days, when I was able to get up and move about and the pains were all gone. This great change in condition I owe to Foley Kidney Pills and recommend them to anyone suffering as I have." Sold by Elvey & Hulet.

Dr. Wm. G. Lentz, dentist, and Dr. D. L. Connor, osteopath, have moved from over the Hub to 2nd floor of National Bank of Arizona Bldg. 2-b

GREAT INTEREST TAKEN IN THE PANAMA LECTURE

Views Taken on Canal Zone Highly Colored and Said to Be Very Beautiful.

More than ordinary interest is being taken in the announcement that John P. Prochaska will give an illustrated lecture upon the Panama canal at the Coliseum next Thursday night. It is expected that this will be the best entertainment from an educational standpoint seen in the city this season.

Mr. Prochaska was for several years in the government service on the canal zone and his information is all official. In fact many of the stereoscopic slides he uses to illustrate his lecture were made from official photographs of scenes on the big ditch. While they are only pictures they give one a good idea of the vastness of the project undertaken by Uncle Sam on the isthmus.

The views are beautifully colored and show all the principal points of interest along the line of the canal. Mr. Prochaska explains in detail the progress of the work on this greatest of modern undertakings, from the beginning of construction until the present day. Each scene of dredging, excavating, government work and native life will be referred to in the course of the lecture.

The data and information are from the official records of the commission, and those who have attended the lecture elsewhere say they obtained as good an idea of the Panama canal zone and the entire isthmus in general as by a visit there. The digging of the Panama canal is attracting the attention of the whole civilized world, and it is without a doubt the most stupendous undertaking ever attempted by man.

Look for the Bee Hive

On the package when you buy Foley's Honey and Tar for coughs and colds. None genuine without the Bee Hive. Remember the name, Foley's Honey and Tar, and reject any substitute. Sold by Elvey & Hulet.

PERSONAL MENTION

The following guests arrived yesterday at the Adams Annex: Eugene Owsley, Walla Walla; H. P. Crisby, Detroit; V. E. Kelly and wife, city; Mrs. Thomas B. Carson, Miss Carson, Davenport, Iowa; H. B. King and wife, city; Mrs. William Landis, Los Angeles; Mrs. John E. Ivy and daughter, Bisbee; W. R. Allen and wife, Denver; L. F. S. Hubbard and wife, Telluride, Colo.

The following are guests who registered yesterday at the Stag: J. L. Enos, Denver; D. Duncanson, Boston; R. Leonard, Kelvin; R. V. Bartlett, Kansas City; Robert Lynn, San Diego; N. H. Morrison, Winkelman; J. P. Owens, W. E. Owens, Memphis, Tenn.

Those registering at the Ford hotel yesterday were: C. W. Henry, San Francisco; Dr. Maty H. Parsons, Mrs. J. L. Farris, Roswell, N. M.; E. S. Eans, San Francisco; J. R. Jeffers, R. J. Jeffers, Florence; W. F. Marlow, New Philadelphia, O.; Mrs. J. W. Myers, Golden, Colo.; Mrs. Nellie Morgan, Robert W. Morgan, Chicago; L. R. Lewis, San Antonio; W. E. Kimball, John Smith, Phoenix; W. H. Mann, wife and son, Colton; E. E. Ellinwood, Bisbee; Ed L. Shaw, Bisbee; J. W. Oatman, San Francisco; G. C. Dunn, Parker; D. H. Smalley, Denver; J. L. Fitzpatrick, Butler, Pa.

Those registering at the Commercial hotel yesterday were: John Kellner and son, Casa Grande; Sam Brown and family, Tempe; J. T. Avery, Chicago; G. C. Ruffner, Prescott; Lulu Keating, Ray; E. L. Jones, Wickenburg; A. A. Hines, Canon City, Colo.; Alice Wagner, Prescott; Mary Norton, Bisbee; R. B. Schell, Phoenix.

Foley's Kidney Remedy—An Appreciation.

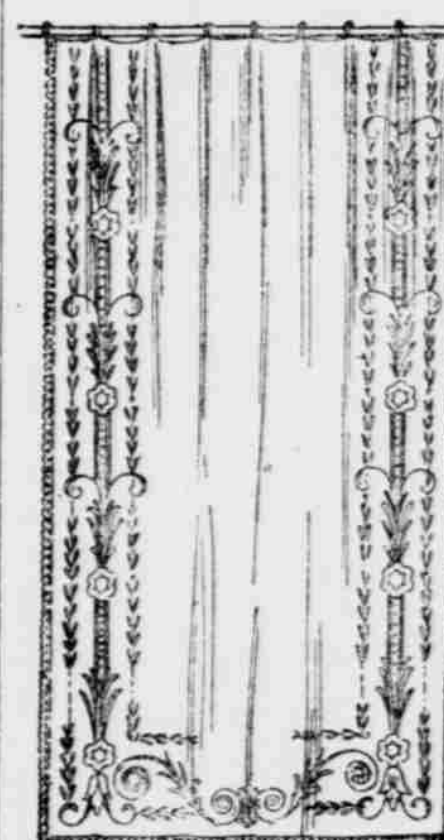
L. McConnell, Catherine St., Elmira, N. Y., writes: "I wish to express my appreciation of the great good I derived from Foley's Kidney Remedy, which I used for a bad case of kidney trouble. Five bottles did the work most effectively and proved to me beyond doubt it is the most reliable kidney medicine I have ever taken." Sold by Elvey & Hulet.

See McDonald & Curtis in clever song and dance turn at the Coliseum tonight.

Your eyes. "Dr. Swigert's glasses." See him today. 17 East Adams St. 1-1

LACE CURTAINS

At 75c a Pair



We have too many designs and too many grades to describe them all. These bargains must be seen to be appreciated. Will you come in this week and see them?

\$1.50 Curtains, pair...\$1.10
\$3.00 Curtains, pair...\$2.25
\$5.00 Curtains, pair...\$3.50
\$7.50 Curtains, pair...\$5.75
\$8.50 Curtains, pair...\$7.00
\$9.50 Curtains, pair...\$7.50
\$10.00 Curtains, pair...\$7.75
\$15.00 Curtains, pair...\$12.00
All Odd Pairs at Half Price

Dorris-Heyman Furniture Co.

Everything for the Home.



THE LATEST STYLES OF HAIR GOODS FOR SALE. COMBINGS MADE INTO PUFFS, CURLS AND SWITCHES. FOR A HAIR DRESS, SHAMPOO OR MASSAGE SEE SHIRLEY & SHIRLEY'S TOILET PARLOR, 39 E. ADAMS ST. PHONE, RED 8072. OVERLAND PHONE 2623.

Adams Cancer Treatment CANCERS AND OLD SORES Cured by Plasters (Guaranteed.) No Cure No Pay. Mrs. Katherine Bird, 13 E. Buchanan St., Phoenix, Ariz.

Trees Trees Trees

Washington Navel Navelencia Eureka Lemon. Dancy Tangerine and Marsh Seedless Grape Fruit Quality guaranteed and prices always right. W. G. HALL, Glendora, Cal.

Writing Paper

96 SHEETS IN A POUND PACKAGE

ENVELOPES

TO MATCH 25 FOR 10 CENTS

This paper is the finest quality bond paper, double fold—polite correspondence size—and put up especially for

THE ADAMS PHARMACY

Opposite Postoffice, New Craig Building. Overland Phone—Main 243. Consolidated Phone—551.



We exercise great care with Flannels. They are washed by hand and smoothed on a steam table. Our flannels are soft and fluffy.



WE BUY, RENT, Sell or Exchange

Anything and Everything. Con. Phone, Main 4041; Overland, 310.

H. G. EDWARDS
27 So. 2nd St., Phoenix

A Growing Business

Every business thrives better by having substantial banking connections.

If you are contemplating opening a new or additional account, we cordially invite you to make this banking institution your depository.

National Bank of Arizona

Phoenix, Arizona. Oldest Bank in Phoenix Capital \$200,000.00 Surplus \$100,000.00

ONION SETS

Hill's Seed House

Frank Feusier

COMPANY INCORPORATED

MERCHANDISE BROKERS and WHOLESALE JOBBERS 327 West Washington St. Phoenix, Ariz.

COLISEUM

High-Class Vaudeville and Pictures

New People Every Week

THE GREAT CLEAN-UP SALE AT JONES

DRAWN EAGER BUYERS—BUSIER, BIGGER, BETTER THAN EVER IS THE MAXIM OF THIS POPULAR SHOPPING PLACE. THE BARGAINS OFFERED THIS WEEK HAVE BEEN GREATLY ADDED TO DAILY, AND

Monday, the 9th Day of January, 1911

WE LAY BEFORE YOU MERCHANDISE AT PRICES YOU HAVE NEVER HEARD OF BEFORE.

COST HAS BEEN LOST SIGHT OF. BIG BUSINESS COMES FROM BIG BARGAINS

AND WE ARE BRIMFUL OF BIG MONEYMAKERS FOR YOU.

GET YOUR DOLLARS TO WORKING. THE SEASON IS ON FOR WARM AND COMFORTABLE APPAREL.

READ! READ! READ!

CHILDREN'S DRESSES

\$2.00 Dress for...\$1.00
\$3.00 Dress for...\$1.50
\$4.00 Dress for...\$2.00
CHILDREN'S COATS
\$2.50 Coats for...\$1.25
\$2.75 Coats for...\$1.35
\$3.00 Coats for...\$1.50
These Coats and Dresses are absolutely below cost price.

LADIES' TAILORED SKIRTS

Ladies' \$6.00 Skirts now...\$3.75
Ladies' \$7.00 Skirts now...\$4.50
Ladies' \$8.50 Skirts now...\$5.75
Ladies' \$12.00 Skirts now...\$7.50

GREAT SALE OF PETTICOATS

\$2.00 Black Sateen Petticoats for...\$1.39
\$1.75 Black Sateen Petticoats for...\$1.19

SILK PETTICOAT SALE

100 Silk Petticoats that were bought to sell for \$7.00; a bargain at \$5.50; now...\$2.95

Beautiful Dresden and Stripe PETTICOATS

\$8.00 for...\$4.95
50 Petticoats, a bargain at \$7.50; now...\$4.95
A lot of Satin Messaline one-piece Dresses, serge and Cashmere Dresses, handsome black Silk Coats. Values from \$20.00 to \$25.00; your choice...\$9.95

Ladies' and Children's Ready-to-Wear Goods at Cost Price and less. Skirts, Coats, Jackets, Suits, Petticoats.

Hundreds of Remnants of Dress Goods and Silks in good lengths for Dresses, Waists and Children's Dresses at

LESS THAN COST PRICE ALL BEDDING GREATLY REDUCED

Beautiful Sateen Colored Comforters, large and heavy, \$3.50, \$4.25 and \$5 values; sale price...\$2.75
Wool Nap Blankets, \$3.50; large size, very warm; sale price...\$2.25

ALL BLANKETS AT COST PRICE

All Remnants of Domestic, Ribbons, Laces, Etc., HALF PRICE

Ladies' Fancy Collars, 100 of them, values up to 50c; your choice for...10c

Ladies' Dent Kid Gloves, \$1.50 grade; sale price 90c

LADIES' FINE WAISTS ONE-THIRD OFF

Ladies' Black Tailor Shirt Waists, regular \$3.50; sale price...\$1.75

Ladies' Wash Shirt Waists, tailored, up to \$1.75; sale price...95c

Our entire line of Shoes to be closed out at

COST PRICE

Ladies' Fleece-Lined Wrappers, \$1.50, for...98c

Ladies' Percale Wrappers and House Dresses...\$1.39

Ladies Fine Tailored Suits and Coats at COST PRICE

Jones Dry Goods Co.

THE LADIES STORE

CARL BEHN